



## Graphic Designer

Witmer Public Safety Group, Inc. is searching for a **Graphic Designer** for its fast growing emergency equipment and supply company. In addition to numerous showrooms and a specialized outside sales force, the two e-commerce websites: TheFireStore.com and OfficerStore.com are powerful, brand-focused settings for our customers to experience our industry leading prices, product selection, and customer service.

Reporting to the Marketing Supervisor, the **Graphic Designer** will support e-commerce web sites with new products and online marketing campaigns. Will work with the Marketing Department to translate concepts into various graphic design projects, i.e. ads, flyers, email blasts, catalogs, etc. as directed. Individual will focus on customer usability, programming and architecture that will increase web sales and enhance our company product brands. Update home page to keep it fresh and a relevant look to visual messaging.

## Qualifications & Abilities

- Minimum Associates Degree with courses in graphic design
- Experience in web design/development and/or related software
- Working knowledge of Adobe CS3, (including Illustrator, In-Design, Photoshop, Dreamweaver, Flash, Bridge, Acrobat), FTP software, Microsoft Office and HTML.
- Proficient in both IBM and MAC operating platforms
- Ability to work with and meet all required deadlines.
- Ability to think critically with regard to goal of assigned task.
- Ability to change priorities quickly.
- Methodological and disciplined approach to problem solving.

## Responsibilities

- Photograph and edit new images
- Integrate new products online with images and descriptions
- Use creative and technical aptitude to bring text & graphics together as a cohesive, eye-catching work in both print and interactive media formats.
- Design and deploy several email blasts weekly.
- Manage all co-op advertising relationships to maximize use of available support.
- Committed to understanding new software
- Good communication and organizational skills, with strong ability to multi-task.
- Ability to handle stress, and maintain a mature problem-solving demeanor

To inquire about this position, please send resume and salary requirements via the following methods:

**Email:** [khuntsman@thefirestore.com](mailto:khuntsman@thefirestore.com)

**Fax:** 888-335-9800 Attn: Karen Huntsman

**Mail:** Karen Huntsman, Witmer Public Safety Group, Inc., 104 Independence Way, Coatesville, PA 19320

Note: There is no relocation assistance available for this position.